



PICTURE FROM THE PAST. In this early telephone office, the operators asked only for the name of the party being called. In those days, connections were made by name instead of by number.

Many, many years ago, all telephone calls were placed by name

Today it's faster to Call by Number

You save time on your calls to out-of-town family and friends when you give the operator the number of the telephone you are calling.

The Blue Book of Telephone Numbers—an attractive booklet to help you list the numbers you call—is yours for the asking.

You'll find it mighty handy when you make out-of-town calls—for they go through twice as fast when you *Call by Number*.

BELL TELEPHONE SYSTEM



For your free copy of the Blue Book, just call your Bell Telephone Business Office.

Long Distance Rates Are Low

Here are some examples:

New York to Philadelphia	40¢
Cincinnati to St. Louis	75¢
Boston to Baltimore	85¢
Atlanta to Cleveland	\$1.00
San Francisco to Denver	\$1.35

These are the Station-to-Station rates for the first three minutes, after 6 o'clock every night and all day Sunday. They do not include the 10% federal excise tax.

SOMEONE, SOMEWHERE, WOULD LIKE TO HEAR YOUR VOICE TODAY BY TELEPHONE